

Ethos, Pathos, and Logos

Class Notes

Recall:

- Persuasive writers use both facts and opinions to make their points.
- The main idea, however, must always be an opinion.

Greek Word	What it Means	Example
		Main idea: Smoking is a bad thing.
Ethos	<ul style="list-style-type: none">• Showing that the <u>author</u> is someone worth trusting.	I've been a smoker for four years, and I ended up very sick.
Pathos	<ul style="list-style-type: none">• Trying to make the <u>audience</u> feel strong <u>emotions</u>.	Just imagine your poor old grandmother sitting alone in her room coughing and hacking after a cigarette.
Logos	<ul style="list-style-type: none">• The <u>facts</u> or <u>evidence</u> that <u>supports</u> an author's point.	Smokers are 65% more likely to have lung cancer than people who do not smoke.